

ORDER



Orders
Order / Rev: 218534
Alt Order #:
Product Desc: * Political * Run Off * 4/28-5/22 * 2016
Estimate:
Flight Dates: 04/28/16 - 05/22/16
Original Date / Rev: 04/13/16 / 04/14/16
Order Type: GENERAL

KNVO-TV

Primary AE: Melba Gutierrez - 0689
Sales Office: L-MCA
Sales Region: Local

Agency
Name: Big Dog Media, LLC
Buying Contact:
Billing Contact:
 505 N. 15th Street
 McAllen, TX 78501

Billing Type: Cash
Billing Calendar: Calendar
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Juan Sonny Palacios for TX 15th Cong
Demographic: HH
Product Codes: Candidates
Priority: P-01
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:30:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/01/16	04/30/16	12	\$1,905.00	\$1,619.25
05/01/16	05/22/16	124	\$22,470.00	\$19,099.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
April 2016	12	\$1,905.00	\$1,619.25	0.00
May 2016	124	\$22,470.00	\$19,099.50	0.00
Totals	136	\$24,375.00	\$20,718.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Melba Gutierrez - 0689	L-MCA	Local	Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KNVO	04/28/16	05/22/16	Early News M-F 1.1 Local EN M-F 5p-530p	CM	5p-530p	11111--	:30	5	\$450.00	P-01	0.00	NM	17	\$7,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/25/16	05/01/16	---11--		2				\$450.00		0.00			
		Week: 05/02/16	05/08/16	11111--		5				\$450.00		0.00			
		Week: 05/09/16	05/15/16	11111--		5				\$450.00		0.00			
		Week: 05/16/16	05/22/16	11111--		5				\$450.00		0.00			
N 2	KNVO	04/28/16	05/19/16	Late News M-F 1.1 Local LN M-F 10p-1035p	CM	10p-1035p	1111---	:30	4	\$600.00	P-01	0.00	NM	13	\$7,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/25/16	05/01/16	---1---		1				\$600.00		0.00			
		Week: 05/02/16	05/08/16	1111---		4				\$600.00		0.00			
		Week: 05/09/16	05/15/16	1111---		4				\$600.00		0.00			
		Week: 05/16/16	05/22/16	1111---		4				\$600.00		0.00			
N 3	KNVO	04/28/16	05/22/16	M-Su 5a-5x M-Su ROS 5a-2x	CM	5:00 AM-2:00 XM (5:00 AM-2:00 XM)	3333333	:30	21	\$45.00	P-01	0.00	NM	75	\$3,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 04/25/16	05/01/16	---3333		12				\$45.00		0.00			
		Week: 05/02/16	05/08/16	3333333		21				\$45.00		0.00			
		Week: 05/09/16	05/15/16	3333333		21				\$45.00		0.00			
		Week: 05/16/16	05/22/16	3333333		21				\$45.00		0.00			
N 4	KNVO	05/08/16	05/22/16	Local Late News Su 1.1 CM .LN Sun 10p-10:35p	CM	10p-10:35p	-----1	:30	1	\$400.00	P-01	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/02/16	05/08/16	-----1		1				\$400.00		0.00			

Order / Rev: 218534
 Alt Order #:
 Flight Dates: 04/28/16 - 05/22/16

Advertiser: Juan Sonny Palacios for TX 15th Congre
 Product Desc: * Political * Run Off * 4/28-5/22 * 2016
 Estimate:
KNVO-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	KNVO	05/08/16	05/22/16	Local Late News Su 1.1 CM .LN Sun 10p-10:35p		10p-10:35p	-----1	:30	1	\$400.00	P-01	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/09/16	05/15/16	-----1		1				\$400.00		0.00			
		Week: 05/16/16	05/22/16	-----1		1				\$400.00		0.00			
N 5	KNVO	05/09/16	05/20/16	M-F Despierta America CM M-F Desp.America 6A-10A		6a-10a	11111--	:30	5	\$100.00	P-01	0.00	NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/09/16	05/15/16	11111--		5				\$100.00		0.00			
		Week: 05/16/16	05/22/16	11111--		5				\$100.00		0.00			
N 6	KNVO	05/09/16	05/20/16	Early Fringe M-F Hour 1CM EF M-F 3p-4p		3p-4p	11111--	:30	5	\$175.00	P-01	0.00	NM	10	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/09/16	05/15/16	11111--		5				\$175.00		0.00			
		Week: 05/16/16	05/22/16	11111--		5				\$175.00		0.00			
N 7	KNVO	05/09/16	05/19/16	M-Su Prime Rotator CM M-Su Prime ROS 6p-10p		6p-10p	1111---	:30	4	\$200.00	P-01	0.00	NM	8	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 05/09/16	05/15/16	1111---		4				\$200.00		0.00			
		Week: 05/16/16	05/22/16	1111---		4				\$200.00		0.00			
													Totals	136	\$24,375.00



JUAN SONNY PALACIOS - TX DIST 15 US CONGRESS

STATION	KNVO TV 48	ESTIMATE	RUNOFF
BUYER	Mayra Olivarez	Flight	APRIL 25 - MAY 1, 2016
ADVERTISER	JUAN SONNY PALACIOS JR	Length	:30
PRODUCT	Political		

KNVO TV 48		25	26	27	28	29	30	1	SPOT	TOTAL
TIME PD	COST	MO	TU	WE	TH	FR	SA	SU	TOTAL	COST
5P - 5:30P	\$ 450				1	1			2	\$ 900
10P - 10:30P	\$ 600				1				1	\$ 600
ROS	\$ 45				3	3	3	3	12	\$ 540
SUN 10P	\$ 400								0	\$ -
		0	0	0	5	4	3	3	15	\$ 2,040

KNVO TV 48		2	3	4	5	6	7	8	SPOT	TOTAL
TIME PD	COST	MO	TU	WE	TH	FR	SA	SU	TOTAL	COST
5P - 5:30P	\$ 450	1	1	1	1	1			5	\$ 2,250
10P - 10:30P	\$ 600	1	1	1	1				4	\$ 2,400
ROS	\$ 45	3	3	3	3	3	3	3	21	\$ 945
SUN 10P	\$ 400							1	1	\$ 400
		5	5	5	5	4	3	4	31	\$ 5,995

KNVO TV 48		9	10	11	12	13	14	15	SPOT	TOTAL
TIME PD	COST	MO	TU	WE	TH	FR	SA	SU	TOTAL	COST
6A - 10A	\$ 100	1	1	1	1	1			5	\$ 500
3P - 4P	\$ 175	1	1	1	1	1			5	\$ 875
5P - 5:30P	\$ 450	1	1	1	1	1			5	\$ 2,250
6P - 10P	\$ 200	1	1	1	1				4	\$ 800
10P - 10:30P	\$ 600	1	1	1	1				4	\$ 2,400
ROS	\$ 45	3	3	3	3	3	3	3	21	\$ 945
SUN 10P	\$ 400							1	1	\$ 400
		8	8	8	8	6	3	4	45	\$ 8,170

SIGNATURE _____

505 N. 15th St.
McAllen, TX 78501

KNVO TV 48		16	17	18	19	20	21	22	SPOT	TOTAL
TIME PD	COST	MO	TU	WE	TH	FR	SA	SU	TOTAL	COST
6A - 10A	\$ 100	1	1	1	1	1			5	\$ 500
3P - 4P	\$ 175	1	1	1	1	1			5	\$ 875
5P - 5:30P	\$ 450	1	1	1	1	1			5	\$ 2,250
6P - 10P	\$ 200	1	1	1	1				4	\$ 800
10P - 10:30P	\$ 600	1	1	1	1				4	\$ 2,400
ROS	\$ 45	3	3	3	3	3	3	3	21	\$ 945
SUN 10P	\$ 400							1	1	\$ 400
		8	8	8	8	6	3	4	45	\$ 8,170

								SPOT	GROSS TOTAL
								TOTAL	COST
UNIVISION								136	\$ 24,375
								NET	\$ 20,719

ALL PREMPTIONS MUST BE MADE UP IN FLIGHT.
MAKEGOODS REQUIRED

SIGNATURE _____

505 N. 15th St.
McAllen, TX 78501

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Date:

univision, FOX

4/12/16

I, Joel Olivarez

being/on behalf of: Sonny Palacios

a legally qualified candidate of the Democratic Party

political party for the office of: Dist 15th for Congress

in the run off

election to be held on: 5/24/16

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached					

Attach proposed schedule with charges (if available):

I represent that the payment for the above described broadcast time has been furnished by:

Sunny Palacios for Congress

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Noel Borda

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

4/12/16

Date

[Signature]
Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]

Signature

Debbie Flores

Printed Name

SVP

Title